GOVERNMENT OF INDIA
COMMUNICATIONS
LOK SABHA

UNSTARRED QUESTION NO:1688
ANSWERED ON:28.11.2001
TARGETS ACHIEVED BY DOLPHIN SCHEMES
AMBATI BRAHMANAIAH

Will the Minister of COMMUNICATIONS be pleased to state:

(a) whether MTNL has started Dolphin cellular service recently;

(b) if so, whether it is a fact that MTNL has found less than 10000 subscribers and failed to achieve its targets;

(c) if so, the reasons therefor;

(d) whether any effort have been made by MTNL to enhance its image as a good service provider; and

(e) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS (SHRI TAPAN SIKDAR)

(a) Yes, Sir. Mahanagar Telephone Nigam Limited (MTNL) has started Dolphin Cellular Mobile Service on 7th February, 2001 in Delhi and on 27th February, 2001 in Mumbai.

(b) No, Sir. In fact, Dolphin has more than 60,000 subscribers as on date.

(c) Does not arise in view of (b) above.

(d) Yes, Sir. MTNL is constantly engaged in making all out efforts to enhance its image as a good service provider.

(e) MTNL has initiated following steps to improve the service of Dolphin:

i) Network optimisation is being carried out to further improve the coverage
ii) Adjoining towns viz. Faridabad, Ghaziabad, Gurgaon and Noida are also being covered.
iii) Roaming facilities are being extended to all the places within the country as well as abroad.
iv) Pre-paid service is going to be introduced soon.
v) Adequate number of franchisees have been engaged to market the service and enhance customer base.
vi) Special promotional marketing schemes are being introduced from time-to-time to improve customer base.
vii) Aggressive marketing and focused media campaign has been undertaken to popularise the Dolphin brand and improve the customer base.